



## REMARKS/ARGUMENTS

### Summary of the Office Action

Claims 1-28 stand rejected under 35 U.S.C. § 102(e) as being allegedly anticipated by U.S. Patent No. 6,584,153 B1 (hereinafter Gordon).

### 2. Response to 35 U.S.C. § 102 Rejections

In response to the above Office Action, the Applicants have amended the claims and respectfully request reconsideration thereof. All the amendments are supported by the specification as originally filed, for example, Page 8, Paragraph [0044]. Accordingly, no new matter has been added.

*To anticipate a claim, the reference must teach every element of the claim. "A claim is anticipated only if each and every element as set forth in the claim is found, either expressly or inherently described, in a single prior art reference." Verdegaal Bros. v. Union Oil Co. of California, 814 F.2d 628, 631, USPQ2d 1051, 1053 (Fed. Cir. 1987).*

Independent claim 1 has been amended to include the feature of the receiver “to receive a broadcast and **to insert an interactive channel bug into the broadcast**”. Such an element is simply not found in Gordon. Gordon discloses an interactive electronic program guide which includes a video barker (120) and objects (110 and 115) which are selectable (Gordon, Col.3, lines 39-42, Figure 1). However, it is noted that Gordon teaches presenting the video broadcast in the video barker (120) and the selectable objects (110 and 115) in a region outside of the video barker (120) (Figure 1). Clearly, Gordon fails to teach or even suggest the presently claimed feature of inserting the interactive channel bug into the broadcast. Therefore, claim 1 and its dependent claims are patentable over Gordon.

Claims 10, 18 and 26 include the element of inserting an interactive channel bug into the broadcast. In view of the remarks above, it is also submitted that Gordon does not disclose all the elements of these claims. Accordingly, claims 10, 18 and 26 and their dependent claims are also allowable for at least the reasons stated above.

3. **Conclusion**

Having tendered the above remarks and amended the claims as indicated herein, the Applicants respectfully submit that all rejections have been addressed and that the claims are now in a condition for allowance, which is earnestly solicited.

If there are any additional charges, please charge Deposit Account No. 02-2666. If a telephone interview would in any way expedite the prosecution of the present application, the Examiner is invited to contact Jaina Chua at (408) 947-8200.

Respectfully submitted,

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